

**Innovative Japanese Sweet Potato Export Carton Box
won Gold at Pentawards 2023**

Tokyo, Japan, November 14, 2023 — Wismettac Foods Inc., a leading trading company of fresh fruits and vegetables and food ingredients in 46 locations around the world, announced that its Japanese sweet potato export carton box received the Gold Award in the Food category at Pentawards 2023.

The award-winning carton box, a collaboration between Rengo Co., Ltd., Nomura Research Institute, Ltd., Tokyo Seika Co., Ltd. and Wismettac Foods Inc. offers an innovative solution to challenges faced during international transportation. Designed with efficiency and functionality in mind, these carton boxes optimize large-scale fruit sorting facilities for exports. Notably, the carton box is equipped with a traceable QR codes, ensuring individual identification and countering false labeling of the country of origin, thereby distinguishing genuine products from counterfeit ones.

In addition to its functional attributes, the award-winning carton box stands out with its captivating design, incorporating elements from Japanese manga and anime. The vibrant colors and eye-catching imagery distinguish these carton boxes from existing Japanese products in destination countries, further enhancing the appeal of Japanese sweet potatoes.

Japanese sweet potatoes, known as "Satsuma-imo," have gained immense popularity in Southeast Asian markets, driven by the "Yaki-imo" as baked sweet potato trend. To meet the growing demand, Wismettac embarked on a mission to enhance the quality and integrity of sweet potato exports. This initiative aligns with the Japanese government's goal of exporting 5 trillion yen in agricultural, forestry, and fishery products and foods by 2030.

Since its successful debut in August 2022, Wismettac has continued its exports using these award-winning carton boxes throughout 2023. Wismettac remains dedicated to refining its products and services, collaborating with producing regions, and promoting the "All Japan" approach. By enhancing the value of the Japan brand and fostering cooperation between production areas, Wismettac is driving the growth of Japanese fresh produce exports on the global stage.



■ About Pentawards

The Pentawards, an esteemed design competition dedicated to packaging design, has been held annually since 2007. The judging process encompasses eight primary categories, each

further divided into subcategories. Every year, outstanding entries receive the Bronze, Silver, and Gold Awards within their respective subcategories. Additionally, the Platinum Award is granted in each category, and the highest honor, the Diamond Award, is bestowed upon the best entry in the overall competition. The awards ceremony for the year 2023 took place in London on November 10.

(Categories: BEVERAGES / FOOD / BODY, HEALTH & BEAUTY / HOME, LEISURE & OTHER MARKETS / BRANDING, TRENDS & CONSUMER FOCUS / SUSTAINABLE DESIGN / PROFESSIONAL CONCEPTS / STUDENT CONCEPTS)

Pentawards official website

<https://pentawards.com/live/en/page/home>

■ Company Overview

Company: Wismettac Foods Inc.

President: Hiroshi Tsujikawa

Head Office: 〒103-0022 15th Floor, Nihonbashi Muromachi Mitsui Tower, 3-2-1, Nihonbashi Muromachi, Chuo-ku, Tokyo

Established: May 1912

Business Details:

-Development and sale of Asian food worldwide (Asian Food Global Business)

-Importation and sale of fruit, vegetables and related processed products, and supply of food ingredients to food manufacturers and the restaurant sector (Agricultural & Seafood Products Trading Business)

-Domestic and overseas sales of other products (Amenity food etc.)

Website: <https://www.wismettac.com/en/index.html>

■ Inquiry for this Press Release

Nishimoto Co., Ltd. (Holdings Company of Wismettac Foods, Inc.)

Corporate Management Office

Inquiry URL: <https://www.wismettac.com/en/contact.html>